

## CONSCIOUS SEDATION ADVERTISING

At the September 10, 2003 meeting of the Dentistry Examining Board (DEB) the following policy position was adopted:

It is the DEB's position that the use of the phrase "sleep dentistry" or "snooze dentistry" in any advertisement for oral conscious sedation services that are offered to the public, constitutes unprofessional advertising in violation of s DE 6.02(1) of the Wisconsin Administrative Code. Section DE 6.02(1) states that it is unprofessional advertising for a dentist to publish or communicate statements or claims in any media which are false, fraudulent, or deceptive. The Board believes that the use of the phrase "sleep dentistry" or "snooze dentistry" is a false, misleading, and deceptive claim if used to describe the administration of oral medications for the purpose of achieving conscious sedation in patients. Accordingly, the use of such statements or claims in any advertising media must cease. The utilization of such statements or claims will be considered a violation of s DE 6.02(1), Wis. Admin. Code, and may result in disciplinary action by the Board